



Station Buy Detail

Grand Rapids-Kalamazoo, TV Add

2011 aug

Est ID: 11849

Client: Stabenow for Senate 2012

Flight Dates: Monday, October 22, 2012 to Sunday, October 28, 2012

WOOD-TV

Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
WOOD 6a News	EM	M-F	\$650.00	1		1	1				3
6:00 AM - 7:00 AM		30	\$1,950.00								
Highly pre-emptible at LUR per WOOD. Move to S3											
Today III	DT	M-F	\$200.00		1						1
10:00 AM - 11:00 AM		30	\$200.00								
Highly pre-emptible at LUR per WOOD. Move to S3											
Rachael Ray	DT	M-F	\$125.00				1				1
2:00 PM - 3:00 PM		30	\$125.00								
Highly pre-emptible at LUR per WOOD. Move to S4											
Dr. Oz	EF	M-F	\$125.00			1		1			2
3:00 PM - 4:00 PM		30	\$250.00								
Highly pre-emptible at LUR per WOOD. Move to S4											
WOOD 5p News	EN	M-F	\$1,150.00	1							1
5:00 PM - 5:30 PM		30	\$1,150.00								
Highly pre-emptible at LUR per WOOD. Move to S3											
WOOD 5:30p News	EN	M-F	\$1,150.00		1						1
5:30 PM - 6:00 PM		30	\$1,150.00								
Highly pre-emptible at LUR per WOOD. Move to S3											
Grimm	PT	F	\$300.00								
9:00 PM - 10:00 PM		30	\$300.00								
Highly pre-emptible at LUR per WOOD. Move to S4											
Law & Order SVU	PT	Sa	\$200.00						1		1
9:00 PM - 10:00 PM		30	\$200.00								
Dateline	PT	F	\$300.00					X			1
10:00 PM - 11:00 PM		30	\$300.00								
Highly pre-emptible at LUR per WOOD. Move to S4											
Law & Order SVU	PT	Sa	\$150.00						X		1
10:00 PM - 11:00 PM		30	\$150.00								
WOOD 11p News	LN	M-F	\$1,450.00	1							1
11:00 PM - 11:35 PM		30	\$1,450.00								
Highly pre-emptible at LUR per WOOD. Move to S3											
Tonight Show	LF	M-F	\$300.00			1		1			2
11:30 PM - 12:35 AM		30	\$600.00								
Highly pre-emptible at LUR per WOOD. Move to S4											
Station Totals			\$7,825.00	3	2	3	2	4	2		16
Station Net			\$6,651.25								

x mg IX 10/25 8-9p \$750
30 Rock/up all night

Media Strategies and Research

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WOOD-TV

Fred Corbus

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